

For Immediate Release

National Onion Labs, Inc Adds Consumer Products Advocate

March 31, 2011, Collins, Georgia

In time for the beginning of the 2011 Vidalia onion season, Lauren Dees Mizelle has joined the staff of National Onion Labs, Inc (NOL) in the newly created position of Consumer Products Advocate. Lauren has the mission to inform all sweet onion stakeholders of the benefits that can be experienced by maintaining a consumer's perspective.

Lauren's initial efforts will be with the retail community to campaign the establishment of flavor criteria for onions carrying a sweet onion label or sticker. Lauren is very excited with this opportunity to work directly with retailers to help educate and inform them of the gains that can be experienced when they provide consumers an appropriately flavored product. "When consumers buy product that meets and exceeds their expectations –they come back and buy more. I believe that there is tremendous opportunity for growth if retailers and suppliers will get back to what is most important for the sweet onion consumer and that is taste."

She goes on to share, "Lately, there has been an explosion of varieties in all areas of the world with onions claiming to be sweet. As there are no government or industry enforced standards; retailers are challenged to appropriately qualify the product. That's where I can help."

David Burrell, president of NOL believes that, "As a voice for the consumer, Lauren will help raise awareness of the issues surrounding sweet onion flavor in

the retail market, demonstrate ways to improve these flavors so that all participants in the supply chain can experience accelerated category turnover, growth and profits; all through addressing the consumer's central concern and desire for the right flavors.”

Mizelle adds, “I have had the opportunity in such a short period of time, to meet growers, brokers, and leaders in this industry. I want to make sure the message I carry is accurate and directly benefits not only the consumer but also our clients who are taking the issue of flavor very seriously. The outpouring of support and interest has been great.”

“I knew at a young age I wanted to attend the University of Georgia and major in Agriculture,” comments Mizelle. Being involved in the College of Agriculture and Environmental Science has led me to great opportunities.” Experience and knowledge gained while working on the political campaign for the current Georgia Commissioner of Agriculture, Gary Black, in 2006 and a term in Washington, D.C., as an Agriculture Fellow during the drafting of the 2007 Farm Bill is proving useful to Mizelle as she applies the “campaign” approach to the message of connecting with consumers through taste.

After returning to Georgia, Lauren was hired by the State YMCA of Georgia. “It was a great opportunity and I enjoyed working there but I wanted to get back into the Ag Industry. My father was born and raised in Vidalia and I have been around onions my whole life. I knew that with my agriculture background and love of Vidalia onions that this job would be a great fit.”

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David concluded “We’re looking forward to the energy and focus Lauren brings. Her studies in agricultural communications will prove helpful, but beyond this she brings a grassroots political view that will ignite a campaign to prove and improve sweet onion flavors to increase consumer satisfaction and category growth.”

Mizelle a native of Sylvania, Georgia recently married her husband Joshua in October of 2010. They reside in Vidalia, GA. In their spare time they enjoy working in their yard and golfing, though Lauren is only a spectator. Even at home she still focuses on onions. “I love to cook and I especially love raw onions, I am really looking forward to this Vidalia season and to bite into a “Certified Extra Sweet® Vidalia onion. I am told that these are ‘the best of the best’ and I look forward to experiencing them first hand.”

Since inception in 1998, National Onion Labs (NOL) has tested more than a million onions using an array of public and internally developed tests to identify factors that cause an onion, the world’s third most significant vegetable crop, to provide pleasant or unpleasant consumer experiences.

More information on National Onion Labs, Inc. is available by contacting:

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